ABSTRACT

An advertisement sales and management system comprising data storage means, data retrieval means, data processing means, database means, and a number of workstations, performing the tasks of: entering advertisement orders, entering advertisement associated-data, and entering customer associated-data. The database means and the data processing means storing and managing data relating to customers, an advertisement order comprising data related to a group of related advertisements including: a medium in which the advertisement is published, schedules defining insertions, contents of advertisements, and presentation elements of respective advertisement. The advertisement sales and management system generating data defining the advertisement based on entered order data, constituting a single system supporting entry, sales and management of advertisements in media, a WYSIWYG editor supporting entering or editing contents and/or presentation elements of the advertisements, and displaying on a screen the contents and presentation elements in the graphical representation defined by the data.